

App. No. 09/905,738  
Amendment Dated: December 22, 2004  
Reply to Office Action of September 29, 2004

**Amendments to the Claims:**

Claim 1 (currently amended): A method for delivering and monitoring the ~~performance of an on-demand multimedia~~ playlist over a network, comprising:  
determining attributes of a requesting device;  
creating a template based on the determined attributes that includes instructions to retrieve and play the ~~multimedia~~ playlist related to the requesting device;  
delivering the template to the requesting device;  
determining when a trigger associated with the playlist is executed, and when executed:  
requesting the playlist from a location based on the template; and  
delivering the playlist to the requesting device.

Claim 2 (currently amended): The method of Claim 1, further comprising ~~performing playing~~ the playlist and monitoring ~~the performance of the playing of the~~ playlist.

Claim 3 (original): The method of Claim 1, wherein determining the attributes of the requesting device, further comprises:  
determining basic operating characteristics of the requesting device; and  
determining if the basic operating characteristics of the requesting device are supported; and if the basic operating characteristics are supported then retrieving additional attributes corresponding to the requesting device, otherwise informing the requesting device that the basic operating characteristics are not supported.

Claim 4 (original): The method of Claim 3, wherein retrieving the additional attributes corresponding to the requesting device, further comprises determining the additional attributes corresponding to a set of attributes including a language attribute, a bandwidth attribute, a firewall attribute, and a permissions attribute.

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Claim 5 (original): The method of Claim 1, wherein delivering the playlist to the requesting device, further comprises:  
determining if the playlist is cached; and  
sending the playlist to the requesting device when the playlist is cached,  
otherwise sending a default adlet playlist to the requesting device.

Claim 6 (original): The method of Claim 5, wherein sending the default adlet playlist to the requesting device, further comprises:  
creating a cliplet based on the attributes of the requesting device, the cliplet contained within the playlist;  
creating an optimized playlist corresponding to the requesting device; and  
caching the optimized playlist so that it may be retrieved by future requesting devices.

Claim 7 (original): The method of Claim 6, wherein creating the cliplet based on the attributes of the requesting device, further comprises:  
determining a source for delivery of the cliplet; and  
generating media instructions that are used by the requesting device to optimally perform actions associated with the playlist.

Claim 8 (original): The method of Claim 7, wherein determining the source for delivery of the cliplet, further comprises:  
determining a protocol to use to send the playlist to the requesting device; and  
determining the source for delivery of the cliplet based on the protocol.

Claim 9 (original): The method of Claim 8, wherein determining the protocol to use to send the playlist to the requesting device, further comprises choosing the protocol from the set including a full download protocol, a chunking download protocol, and a streaming protocol, the protocol chosen relating to a set of attributes including a bandwidth attribute and a firewall attribute.

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Claim 10 (currently amended): The method of Claim 2, wherein  
monitoring ~~the performance of the playing of the playlist~~, further comprises:  
determining if a cliplet is playing properly, and if the cliplet is playing properly,  
continuing to monitor the ~~performance of the playing of the cliplet~~, and or otherwise,  
delivering another cliplet to the requesting device from an alternative location.

Claim 11 (currently amended): A modulated data signal ~~embodied in a carrier wave and representing having~~ computer executable instructions embodied thereon ~~for delivering and monitoring the performance of an on-demand playlist over a network~~, comprising:

- determining attributes of a requesting device;
- creating instructions based on the attributes that correspond to a performance playing of the playlist;
- delivering the instructions to the requesting device;
- determining when a trigger associated with the playlist is executed, and when executed:
  - requesting the playlist from a location based on the instructions;
  - delivering the playlist to the requesting device;
  - performing the playlist; and
  - monitoring ~~the performance of the playing of the playlist~~.

Claim 12 (original): The modulated data signal of Claim 11, wherein  
determining the attributes of the requesting device, further comprises:  
determining basic operating characteristics of the requesting device; and  
determining if the basic operating characteristics of the requesting device are supported; and if the basic operating characteristics are supported then retrieving additional attributes corresponding to the requesting device, the additional attributes relating to a bandwidth and protocol restriction attribute; otherwise informing the requesting device that the basic operating characteristics are not supported.

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Claim 13 (original): The modulated data signal of Claim 12, wherein delivering the playlist to the requesting device, further comprises:  
determining if the playlist is cached; and  
sending the playlist when cached, otherwise sending a default playlist to the requesting device.

Claim 14 (original): The modulated data signal of Claim 13, wherein sending the default playlist to the requesting device, further comprises:  
creating a cliplet based on the attributes of the requesting device, the cliplet contained within the playlist;  
creating an optimized playlist corresponding to the attributes of the requesting device; and  
caching the optimized playlist so that it may be retrieved by future requesting devices.

Claim 15 (currently amended): The modulated data signal of Claim 14, wherein monitoring ~~the performance of~~ the playing of the playlist, further comprises determining if a cliplet is playing properly, and if the cliplet is playing properly, continuing to monitor ~~the performance of~~ the playing of the cliplet, and or otherwise, delivering another cliplet to the requesting device from an alternative location.

Claim 16 (currently amended): A system for delivering and monitoring ~~the performance of~~ an on-demand playlist over a network, comprising:

- (a) — a processor and a computer-readable medium;
- (b) — an operating environment stored on the computer-readable medium and executing on the processor;
- (c) — a communication connection device ~~operating under the control of~~ coupled to the operating environment;
- (d) — a media device ~~operating under the control of~~ coupled to the operating environment and operative to perform actions, including:
  - determining attributes of a requesting device;

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creating instructions based on the attributes that correspond to a ~~performance~~  
playing of the playlist;  
delivering the instructions to the requesting device;  
determining when a trigger associated with the playlist is executed, and when  
executed:

determining a location from which to deliver the playlist;  
delivering the playlist;  
~~performing~~ playing the playlist; and  
monitoring the playing of the ~~performance of the~~ playlist.

Claim 17 (original): The system of Claim 16, wherein determining the  
attributes of the requesting device, further comprises:  
determining basic operating characteristics of the requesting device; and  
determining if the basic operating characteristics of the requesting device are  
supported; and if the basic operating characteristics are supported then retrieving  
additional attributes corresponding to the requesting device, the additional attributes  
relating to a bandwidth attribute and protocol restriction attribute; otherwise informing  
the requesting device that the basic operating characteristics are not supported.

Claim 18 (original): The system of Claim 17, wherein delivering the playlist to  
the requesting device, further comprises:  
determining if the playlist is cached; and  
sending the playlist when cached, otherwise sending a default playlist to the  
requesting device.

Claim 19 (original): The system of Claim 18, wherein sending the default adlet  
to the requesting device, further comprises:  
creating a default cliplet based on the attributes of the requesting device;  
creating the default playlist corresponding to the requesting device; and  
sending the default playlist.

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Claim 20 (currently amended):      The system of Claim 19, wherein  
monitoring ~~the performance of the playing of~~ the playlist, further comprises determining  
if a cliplet is playing properly, and if the cliplet is playing properly, continuing to  
monitor ~~the performance of playing of~~ the cliplet, ~~and or~~ otherwise, delivering another  
cliplet to the requesting device from an alternative location.